ABSTRACT

A method employing a computer system for marketing a health care product includes receiving information about characteristics of at least one of a consumer and a decision influencer. Based on the received information, the method retrieves stored information from a database accessible by the computer system. The stored information contains at least one of consumer information, decision influencer information, and product information. The method then analyzes the received information and the stored information to determine the presence of a sufficient indication of at least one of (i) consumer interest in the health care product and (ii) product-related relationships between the consumer and decision influencers identifiable from the stored decision influencer information. If sufficient indication is present, the method retrieves a list of potential actions related to the health care product from a product information database. The method then evaluates whether to perform each of the potential actions based on at least one of the consumer information, the decision influencer information, the product information, and action-specific criteria. The method performs potential actions that meet action-specific criteria.